

# COMMUNICATION TIPS

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## WHAT to communicate

Outreach messages addressing stormwater pond health and maintenance should be *specific* and *instructive*.

Share detailed stormwater pond maintenance instructions with HOAs to ensure long-term success. See Clemson's "Neighborhood Stormwater Pond Management Log and Resources" document for assistance:

[https://www.clemson.edu/extension/natural\\_resources/water/stormwater\\_ponds/resources/](https://www.clemson.edu/extension/natural_resources/water/stormwater_ponds/resources/)

Showing positive images of healthy ponds instead of negative images of unsightly ponds is more effective for motivating residents to take action.

*Use this* →



← *Not this*

## HOW to communicate

Messages should:

- Convey a sense of shared ownership and responsibility for the pond
- Include actionable behaviors
- Emphasize that proper pond maintenance will benefit the health of the community—including people, wildlife, and water quality.



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## CONNECTING with your audience:

- ❖ Appeal to and connect with the audience through commonly held values. This will direct thinking in a productive way.

*People reason on the basis of deeply-held moral values, more than on the basis of self-interest or "pocket-book" appeals.*

Suggestion: Add a value statement like one of the examples below near the beginning of your communication pieces.

- ❖ Two of the most effective "values" to appeal to for conservation issues are:

1. RESPONSIBLE MANAGEMENT

You can invoke the "responsible management" value by using phrases like:

***"Taking practical common sense steps to address stormwater pond problems early is in the best interest of our community and residents."***

**OR**

***"It is necessary to take practical common sense steps that address stormwater pond problems early to reduce future costs and ensure the safety of our community."***

2. PROTECTION

You can invoke the "protection" value for stormwater pond issues by using phrases like:

***"Maintaining stormwater pond health is an important part of protecting our community."***

- ❖ Here's an example using both of the values:

***"Maintaining stormwater pond health is an important part of protecting our community. We can take common sense practical steps now to address stormwater pond maintenance that will safeguard both residents and property values."***

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